

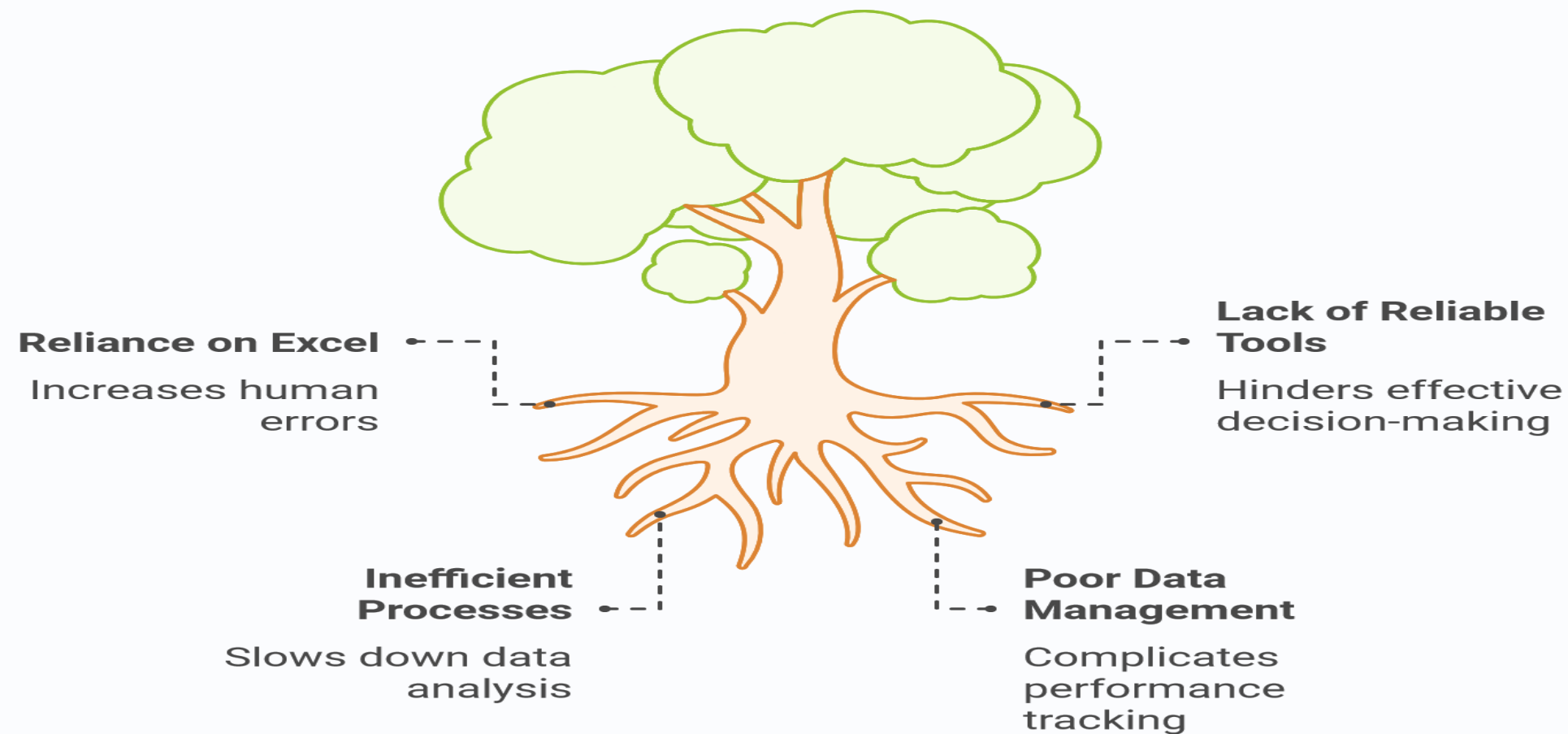
# BUSINESS INSIGHT 360

ATLIQ HARDWARE



# AltiQ problem Statement

AtliQ Hardware is a rapidly growing consumer electronics company with operations in various countries. Despite this growth, the company still relies on Excel files for data analytics. These files are difficult to manage and are not effective in generating actionable insights. As a result, the company faced a major loss in Latin America due to the lack of effective analytics.



# What are the stages in the process?

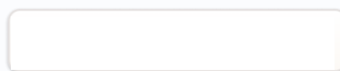
- 1 Data gather and clean
- 2 Explore the Data
- 3 Analyze and Interpret
- 4 Action and Iteration



Explore the Business insight 360 Dashboard

Power Bi link

Click Link → Access  
Dashboard



## Key Takeaways

- 1.Focus on underperforming areas: Increase sales in LATAM and APAC regions and products like storage and Networking.
- 2.Grow successful products: Use top-selling products to expand other areas.
- 3.Focus areas for improvement: Increase revenue, reduce costs, improve forecasting and inventory management.
- 4.Target problem areas: Address issues in underperforming regions and product lines.
- 5.Ensure customer satisfaction by addressing product availability issues.

## Focus Areas:

### **1.Strengthening Customer Relationships**

- Build stronger connections with high-value customers.
- Support underperforming customers.

### **2.Reviewing Pricing**

- Adjust prices based on product value.

### **3.Customer Segmentation**

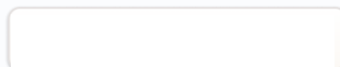
- Offer personalized marketing, pricing, and services.

### **4.Tailoring Regional Strategies**

- Create plans for weak regions.

### **5.Optimizing Product**

- Improve or replace low-performing products.



Thank you!

